

FAMOUS COCA - COLA . . .

Born in a Pharmacy

The Coca-Cola Bottling company of Long Pine and O'Neill will launch a new bottle that may well go round the world eventually.

ROYAL THEATER

Nov. 15
MIAMI EXPOSE
Starring Lee J. Cobb, Patricia Medina, Edward Arnold, Michael Granger, Eleanor Tamin, Alan Napier. When America's vacation paradise became a caldron of violence!

Nov. 16-17
Big Double Bill
A CRY IN THE NIGHT
Starring Edmond O'Brien, Brian Donlevy, Nina Foch, Liz Taggart. Wanted to be "hip"—Don't be a square—make out every night—fly the hot-rods—rock'n roll—joy it up. Natalie's even more sensational than in "Rebel without a Cause."

Nov. 18-19-20
STAGECOACH TO FURY
A Regalscope picture. Forrest Tucker, Mari Blanchard bound for adventure! Romance! Excitement! Suspense.
Adults 50c; Children 12c; Matinee Saturday 2:30. All children under 12 free when accompanied by parent.

Nov. 18-19-20
BUS STOP
Color by DeLuxe. Cinemascope and introducing Don Murray, with Arthur O'Connell, Betty Field, Eileen Heckart. This is the story of a bus, and a girl who got on the bus. And a crazy cowboy who never had a girl before. And the things that happened when they met.
Adults 50c; Children 12c; Matinee Sunday 2:30. All children under 12 free when accompanied by parent.

bottle, now going on sale here, is a "big brother" to the present 6½-oz. bottle which is known from Boston to Bangkok and back again.

Its fame is such that, during World War II, a German prisoner stepping off the gangplank at an American port spotted a familiar red sign and, turning to an MP, said: I see you have Coca-Cola here, too.

The soft drink is sold in over 70 countries, according to Seth C. Fritzier, owner of the Long Pine and O'Neill Coca-Cola Bottling company. "Just about everywhere," he added, "except behind the Iron Curtain."

Mr. Fritzier said definitely the "big brother" would not replace the standard-size bottle, designed in 1915 at the recommendation of a bottling official who urged "We need a Coca-Cola bottle which a person will recognize even if he feels it in the dark. (It) should be so shaped that, even if broken, a person could tell at a glance what it was."

were by a 37-year-old wholesale drug salesman, Asa Candler.

"Back in Candler's day the Coca-Cola company changed offices several times," Mr. Fritzier said. "One time when it moved, a one-horse wagon carried all the firm's equipment and furniture."

It was 13 years after Pemberton invented Coca-Cola before the drink was bottled. A young Chattanooga lawyer, Ben Thomas, who had come across a local bottled soft drink in Cuba during the Spanish-American War, hit upon the idea. He and another lawyer, Joe Whitehead, went to Atlanta and asked Candler if they could bottle Coca-Cola.

Candler, busy with his soda fountain sales, gave the bottling rights to practically the entire country. This was one of the most amazing contracts in history. Thomas and Whitehead didn't pay a cent. And the man who had given them a letter of introduction to Candler didn't think enough of the product to ask for even a single share for himself.

wooden tubs, sawed in half, said Mr. Fritzier. "The first electric cooler came out in 1933."

Mr. Fritzier thinks the secret of Coca-Cola's success is best summed up in the way the trademark is phonetically translated from Chinese. In China where Coca-Cola is a popular drink, it means: "Make man mouth happy."

Mrs. Tess Murray Back from Trip
Mr. and Mrs. Henry Waldrop of Ada, Okla., drove her mother Mrs. Tess Murray, home Wednesday, November 7. The Waldrops left for their home early Friday.

Son in Navy Gets Promotion
Mrs. Clifford Harding has received word that her son, James McKenny, has been promoted to dental technician third-class at Norfolk, Va., where he is stationed with the navy.

MAKE MOVES
Mr. and Mrs. Harold Williamson and family will move into the house vacated by the Earl Farris.

Jueldi in Session
Jueldi club is meeting tonight (Thursday) with Mrs. Dale Kersebrook.

Frontier for printing!

Invitational Meet Scheduled at Stuart

STUART—An invitational volleyball tournament will be held at the Stuart auditorium Tuesday and Wednesday, November 27-28.

Broncos Post 5-2 Grid Season
STUART—The Stuart Bronchos finished their football season Friday night, November 9, when they bounced the Bassett Tigers, 27-27, on the local grid.

Altar Group to Meet
The Altar Society will meet this evening (Thursday) at 8 o'clock. Mrs. Bill Kelly, chairman of St. Margaret's Guild, is in charge.

Chambers News

Sunday, November 11, guests in the R. K. Platt home included Mr. and Mrs. Tom Hutton and daughter, Kay, and son, Tommy, and the twins of Creston and Mr. and Mrs. James Platt of Chambers.

The Clarence Damme family drove to Clearwater Sunday, November 11, where they visited his mother, Mrs. Bill Griffith, and Mr. Griffith.

R. C. Dobbs, of Emerson visited his son and daughter-in-law, Mr. and Mrs. Gene Dobbs and family. Rickey Dobbs accompanied his grandfather home for a visit.

Rev. Pullman of NHigh conducted worship services at St. Paul's Lutheran church Sunday evening, November 11.

Lincoln where she had spent a daughter, Mr. and Mrs. Herbert week with her son-in-law and Penner, and infant daughter.

COMMUNITY AUCTION

Saturday, November 17

at the Chambers Legion Hall

- 2-Cedar chests (1 new)
- 2-coffee tables (new)
- 4-kitchen stools (new)
- card tables (new)
- servicing carts (new)
- coaster wagon (new)
- day bed
- gym set
- David Bradley chain saw (extra good)
- shetland pony
- davenport and chair
- steel cabinet
- medicine cabinet
- combination coal and wood kitchen range
- several oil burners
- vacuum cleaner
- tractor plow
- 55,000 oil burner floor furnace 9 x 12 linoleum rug (good)
- 6 Servel gas refrigerators (very good)
- power lawn mower
- 5 dining room chairs
- fruit jars
- 6 foot awning (new)
- chest of drawers
- telephone (could be changed to dial)
- several 8 x 25 & 9.00 x 20 cable rack tires
- milk strainer
- IHC cream separator (good)
- saddle
- small pool table
- 26" boy's bicycle
- sewing machine
- sprinkling can
- hassock
- garden hose
- 55,000 oil burner floor furnace 9 x 12 linoleum rug (good)

TERMS: CASH

MERLIN GROSSNICKLAUS, Sale Mgr. and Auctioneer

BREAK A BALLOON

PINKERMAN'S INVITES YOU TO PLAY

THE EXCITING '24' GAME!

Starts Nov. 15

\$2,500 IN PRIZES!

(TV sets, merchandise certificates)

THIS IS ALL YOU HAVE TO DO TO WIN!

- Fill out the puzzle above. With the Figure 8 in the center square, place figures in each of the blank squares so as to total 24 horizontally, vertically, and diagonally. Use any numbers from 1 to 13. But do not use the same number twice.
- Only one answer permitted from a family.
- Every correct solution entitles you to win a prize.
- Bring in your correct solution without delay.

It's easy! It's fun!

You may be the Lucky winner of a fine T-V Set by

DUMONT

or other valuable prizes

Grand Prize 21" Television BY DUMONT A \$209.95 Value

CONTEST IS FROM 9:00 a. m., NOV. 15 TO 9:00 p. m., NOV. 24

Bring your entry to our store any time between 9:00 a.m. and 9:00 p.m. during the contest period.

PINKERMAN'S T-V and RADIO

423 E. Douglas O'Neill, Nebraska Phone 302

BREAK A BALLOON

GOOD NEWS

Announcing Coke in Big New King-Size

Just what you've been waiting for... that real great taste of Coke, that famous quality of Coca-Cola in a handy new size. Now you get more to pour at parties and mealtimes... or whenever family or friends get together. Always keep both sizes in the refrigerator.

Bring home both sizes today

Bottled under authority of The Coca-Cola Company by

Coca-Cola Bottling Company of Long Pine and O'Neill

"Coke" is a registered trademark. © 1956 The Coca-Cola Company.